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c/0223

Facts About Peaches Will it Pay to Plant Them?

Proof (by the Expense Sheet of a Commercial Orchardist) That It Will

A Word to Fruit Growers

It is regrettable that the profit which can be made from a well cultivated commercial peach orchard is not more generally known.

That peaches do not pay commercially is disproved every day, and in the third column of this circular will be found the reprint of a balance sheet of a twelve-year-old, 15-acre peach orchard which will show the possibilities when such an orchard is handled in an up-to-date modern way.

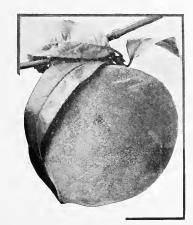
Seasons may come and go. Some are good and some are bad. But when the average cost of production is taken into consideration, peaches are as profitable, if not more so, than any crop that can be grown.

The demand is everywhere. They can be disposed of and handled at a profit if the right selection of varieties is made for a commercial orchard. And here, location, as to proper variety is absolutely everything.

If you are in doubt after observing what varieties will grow in your immediate vicinity, write your State Experiment Station, or us, and we will gladly give you the benefit of our experience.

We are large growers of peach trees and our stock, because of our superior methods of propagation, has no equal. If you are one of those fortunate ones who have seen the stock we are growing in the nursery, you will ask no proof from us that our trees are superior.

As we said above, write your State Experiment Station regarding varieties for your section, or us, for any specific information you may feel that you need, and we will gladly give you the benefit of our experience.



AN ELBERTA PEACH

Boiled Down Reasons Why the Peach is a Desirable Fruit to Plant

- Quickest of all orchard trees to bear a profitable crop—3 to 4 years.
- 2. Four times more trees can be planted to the acre than permanent varieties of apples.
- 3. Can be used as fillers in apple orchards until the apples come into bearing.
- 4. Tremendous scarcity of bearing trees at the present time.
- 5. Very few peach trees have been planted during
- the past five years.
 6. Millions of peach trees are dying out annually
- and but very few young trees have been planted to fill the gap.
- 7. The fruit of the peach is more popular than any other during its season.
- Sugar in the future will be plentiful and cheap and the canning of peaches—the best of all fruits for that purpose—will come back to normal, resulting in a larger demand, whereas the supply is decreasing for reasons set forth above.
- 9. These facts mean increased demand and more profit to the grower.

Do Peach Orchards Pay?

Many men think a peach orchard doesn't pay. They do not take the income from the orchard for a series of years but base their opinion on one bad year only. This isn't fair. To prove the contrary the Michigan State Experiment Station at East Lansing, Mich., published the financial history of a twelve-year-old peach orchard (write them for their Special Bulletin No. 94) and we give below the balance sheet of the orchard under observation.

In the beginning they say: "The financial statement of one or a few years of an orchard property is not of much value and it may be used in a misleading way. The only fair way to judge of returns from an orchard, especially a peach orchard, is by averages of a reasonable number of years. The costs should be considered in the same way. The peach is the shortest lived orchard tree; it begins to bear at an early age and reaches its time of unprofitableness sooner than any other. For this reason the expenses of starting and development during the first years when crops are not produced should be charged against the later years of crop production."

Balance Sheet of 15-Acre, 12-Year-Old Peach Orchard Expenses

Returns

Total returns for orchard \$	19,094.42
Average returns per year	1,591.20
Average returns per acre	
per year	106.08
Net profit for the or-	
chard\$	11,263.05
Net profit per year	938.58
Net profits per acre per	
.year	62.57
Net profits per bushel	
(16,972)	66



The Greening Nursery Co.

ESTAE 1850 Monroe, Michigan

1500 ACRES



Largest Growers of Trees in the World



OUR SEPTEMBER MAMMOTH PEACH

Pedigreed Peach Trees

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erisolntely superior to any offered heretofore. This results from an exhaustive study made by us of the strains in different types.

To build up a high producing strain of any fruit requires years of patient effort if it is to be faithfully carried out

In this respect our research work has received the endorsement of both the United States Department of Agricultions.

It should be remembered that under our present system of research work, book a pecially made for this purpole are kept which will for all future time establish a pedigree record, so that there can be no question as to the origin and quality of the strains we refer, and the coming generation will be recally benefited.

To improve on one variety of standard front may be worth millions of dollar to the tent growers of this country, but when it is fully under

stood that we are trying to improve on all varieties of hardy American tenits, you can form your own opinion as to the character and quality of our peach trees and other pedigreed stock.

Our test is as follows: For a period of five years, the respective parent tree is systematically inspected from early spring until the crop is harvested in the fall, and a record is made and recorded in our pedigree book as to the following items color, size, weight, quantity of fruit in numbers produced, firmness, quality, etc.

Furthermore, we observe and record carefully, the environment, cultivation, spraying, pruning, fertilization, character and quality of soil, location, elevation and weather conditions which would affect the tree and its crop.

The cost of producing pedigreed stock is greatly increased, especially of the peach, for the reason that the buds taken from bearing trees do not mite with the seedling stock as readily as with the budding wood taken from the young trees in the mirsery row.



BANNER PEACH Introduced by the Greening Company in 1899

Peach buds are perishable. Much more so than any other fruit we propagate. Bringing them from the orchard to the nursery a few hundred miles distant results in many of them being unfit for propagating. This loss is excessive no matter how skillfully or speedily they are handled.

This, too, accounts for a further increase in the percentage of loss in the catch of the bud, thus making the expense of securing budding wood from bearing trees, several hundred percent extra, and yet we do not charge any more for this stock.

Here is the essence of the whole test;—it must be remembered that not a single stick of budding wood from any of these parent trees is cut until after five years of observation and record keeping. The parent tree must be of outstanding merit and bear high quality fruit in generous quantity.

We have thousands of commendations on the work we are carrying on which was begun fourteen years ago under the personal supervision of our President, Mr. Chas. E. Greening, who originated the idea.

We invite fruit growers to visit our nurseries and examine our records of the trees that we have under our observation. We have nothing to conceal and shall be very glad to show you our books if you will visit us and allow us the privilege.

Bear in mind that we are now offering trees which will bear more fruit of higher quality than any you have ever been able to secure. This fact alone should be the chief consideration in placing your order because your profit will hinge on the bearing habits of the trees you plant. These traits we find are inherent. Read pages 33, 34 of our general catalog regarding this.

A Possibility of No Peach Trees in 1923 at Any Price

It is a regrettable fact that the large pit from a domestic peach is not fit to grow trees from. There is not much in the large pits except gum, ooze and slime.

After years of experimentation and much expense, we found that the only way to propagate peaches successfully is to use the small pit from the native peach gathered in the mountains of Tennessee and North Carolina.

The natural peach pit is full of life, growth and vigor. They are small and round and the pit is prepotent.

These natural peach pits are gathered by the mountaineers, who bring them down to the stores on trade day in small quantities. They have been taught how to cure the pits so as to preserve the quality. Thus they are gathered a bushel here and a quart there until many hundred bushels are secured.

In some cases the gathering of pits is in itself a sufficient income on which the mountaineers may live.

The flesh of the natural peach pit is rich in alcohol and a fairly good quality of moonshine is distilled from it. In many cases the flesh is thrown away, the pits being gathered for their value only.

At the present time we have not one-tenth of the supply of pits on hand or contracted for that we usually have at this time safe in our cellars ready to plant when the time is opportune. We have been unable to secure them. It would seem that the deteriorating effects of the war on the moral of mankind is far reaching and has affected the mountaineers of the south. We can ascribe no other reason for their neglecting to gather the pits as formerly.

But the fact remains that the pits are not to be had and as we stated above we have only one-tenth of our usual supply. These pits are planted by us and usually attain a height of three feet the first season. They are budded in September of that year. In the spring following, the tops of the seedlings are cut away and by fall the buds have become marketable trees. Peach trees are always sold at one year from the bud.

Unless we and other nurserymen can secure a supply of these pits, there will be a scarcity of peach trees and a very possible probability of no peach trees in 1923 to offer at any price.

The Difference Between Natural and Canning Factory Peach Pits

Some growers may not believe that there is any difference in peach pits, but for a period of twenty years Mr. Chas. E. Greening made an exhaustive study of the natural pits secured from the mountains of North Carolina and Tennessee as well as the pits secured from canning factories.

During this period of experimentation, the Greening Nursery spent over fifty thousand dollars experimenting with peach pits alone, gathering them from every available source, sorting them by hand, testing for germination, etc., and after noting the results for a number of years, we positively know that natural peach seed is the only seed that will produce perfect, healthy, rooted trees which will grow to maturity with no taint or touch of disease. For this reason will bear better fruit and more of it. They will live longer and make more money for fruit growers than all the trees ever propagated from the factory pits.

The Natural Pit

The genuine mountain grown natural peach pit has a seed that is round and plump and which produces a more vigorous tree on account of its well developed root system, and the root system from a natural pit is entirely different from that of a seed grown from the grafted pit from canning factories.

OUR NEW INTRODUCTION-THE WONDERFUL SOUTH HAVEN PEACH

the third was some could be this on the 2011. It beign and how it ome to be proved the market follows: the the pring of PAS Mr. A. G. State ! hong near South Haven, Manner of two rows of the St. John Will be an orchard bought from us. or 1911 when the trees were three ors all he roticed one tree which had a ful crop of peaches, while the

other trees in the two rows had few, if any, peaches on them. Each year the same condition obtained until the summer of 1914 when Mr. Spencer called the attention of our Mr. Roy E. Gibson to the tree. Perhaps it is well to state that Mr. Gibson is our expert bud and scion collector, having in charge our "Performance Record of Pedigreed Trees" and full charge of our Research

Department. Mr. Gibson examined the tree carefully and noticed a very apparent difference as to growth, as this particular tree was more spreading in habit, leaves were larger, and a much more vigorous tree in every way than others in the two rows.

Mr. Gibson visited the tree each year until 1916 when he decided to propagate from it, and on the 14th of August, 1916, cut 750 buds, which were sent to us

marked "a new variety."

The following year, that of 1917, this tree had its largest crop. Many growers and others interested in horticultural affairs, visited the tree and later fruit from it was shown in the stores and business places of South Haven, and having decided that this new variety was worthy of a name and would soon become one of the leading commercial peaches we decided to name it the "South Haven" Peach.

In the spring of 1918 there were 52 of these South Haven Peach Trees and 50 of them were planted by Mr. Spencer directly north of the original tree. The trees were all sizes from very small to No. 1. In 1920 a row of these, containing 28 trees, all produced fruit but one.

Experience has shown us that this tree is very hardy. The original tree stood a severe test in the winter of 1917-18, in that it was so heavily loaded in 1917, having 612 bushels, and yet it stood the winter of 1917-18, while large numbers of peach, pear, plum, and even apples that had produced large crops were killed in the vicinity of South Haven that winter. In fact many varieties of peaches which we had under observation were so hadly injured that we had to discontinue their records and start over again.

The fruit from the original South Haven tree was never weighed, but measured as picked in baskets. The first year's production were given us by Mr. Spencer. Since 1915 Mr. Gibson has measured the fruit each year. (See table showing production).

We placed this peach on the market because we had been looking for years for a peach that would ripen at this particular season. Peaches have always brought the highest price at this time, and a variety that will come in and bear fruit annually, or nearly so, in good quantity will lengthen the season, and thus produce a profit for the grower.



of R. M.W. SOLIB HAWAY PIACH.

It is a transfer of a photograph taken of a two year.

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Wonderful Record

The original tree of the South Haven Peach began to bear at three years from planting. Its record follows:

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OUR NEW INTRODUCTION-THE WONDERFUL SOUTH HAVEN PEACH

Mark you this; the year following the coldest winter known in Michigan for fifty years, that of 1917-18, this tree bore 1½ bushels of fruit, following the 6½ bushel crop of 1917, when all other varieties of peaches were either killed or did not bear!

This very remarkable record indicates heavy bearing qualities, but there is another vital essential in a peach if it be of genuine champion stuff, with "punch" enough to put it over the top, and this is extreme hardiness. This tree, after producing its largest crop of 6½ bushels in 1917, not only stood the severe cold, but bore 1½ bushels of fruit the summer following: While even some of the hardy apples, such as Baldwin and Wagener, that had produced heavy

crops in the same locality were killed!

We do not mention this peach with others except in a comparative way, then with varieties with which you are familiar. It is not comparable with others, because it is in a class by itself in every leading characteristic demanded by the market grower. We realize that this is a strong statement, but this variety has now stood the

acid test. In fact we did not put it on the market until we had seen what it would actually do. Ten years have now elapsed since the original tree began fruiting. It is still bearing, notwithstanding it passed thru the most severe winter ever known in the United States.

A peach of commercial worth ripening in August has long been needed. There are plenty which ripen in September, but none that possess the essentials of an absolutely AAAl peach for market purposes until the South Haven was discovered by Mr. A. G. Spencer in 1908. The Yellow St. John at that time was one of the leading varieties at this season, but the Yellow St. John is a shy bearer and not a profitable peach for commercial growers.

The Best Peach For Canning Purposes

The South Haven Peach has a very small pit. Before beginning to propagate it commercially we took it to the leading canners of Michigan and in their opinion it outranks any peach now in cultivation as a canner. Commercial orchardists and growers of peaches for canning factories will please bear this fact in mind when making their selection of varieties.

We are now offering the South Haven Peach to the general public. We think it will succeed over a wider range of latitude than any peach now on the market. That being true, here is a really first class peach which will thrive in many sections of the middle west, which have been considered absolutely worthless for peaches until now.

As this variety is about the same size of the Elberta, has a good color, a thick skin and is a good shipper, much hardier than any other variety known, and two weeks earlier than the Elberta, we say with confidence IT IS THE GREATEST COMMERCIAL PEACH YET PRODUCED. We hope to be able to supply the demand for this variety from now on. Each year since we have propagated it we have been sold out long before the selling season fairly begun. Because it ripens at a time to bring the highest prices, commercial growers, who are always progressive and quick to grasp the new varieties worth while, have been planting it, or will plant it as soon as they know what a wonderful peach it is.

At The Present Time The Genuine South Haven Peach Can Only Be Had From Us

Do not take any other peach as a substitute, because as a money maker none can equal it, and the plain unvarnished truth about this wonderful variety as we have given it will prove it.



Here is another photograph of our new South Haven Peach taken the second year from planting. This tree was planted in 1918. The photograph was taken by Mr. Dutton of the Michigan Agricultural College in 1920. Note the size of the peach and the number on a two-year old tree. Surely our word for it. We have given you Mr. Spencer's name and address. You can write him, or any official of the Michigan Agricultural College at Lansing, Michigan. So far we have never been able to propagate enough to meet the demand. The outstanding characteristics of this peach are its proclivity for bearing—its extreme hardiness—its color and its shipping earlier than the Elberta, thus lengthening the season and bringing the very highest market prices each year, as all Commercial Growers will know.



SOUTH HAVEN PEACH (much reduced in size to make cut) Introduced by the Greening Company in 1916

(Continued from page three)

The Canning Factory Pit

The sort of a canning factory pit is import kind of seed in every way, the width thinner, although larger in the first into degree the vigor of a the factor inpunction for set system that a sum inpunction of a tap to the a two series were ly of a tap to the a two series were gylves to the a two series.

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Have You Read the Booklet Issued by the Agricultural Department of the New York Central Railroad Lines?

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Will It Pay to Replant Peaches?"

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Although the past eight years have been a period of discouragement to the peach growers of some sections, this has been caused largely by the fact that 1912 and 1915 were heavy producing years throughout the peach producing territories, and by the fact that the severe winter of 1917-18 did great damage to our orchards.

As regards the disastrous winter injury of 1917-18 the short crops of 1918 and 1919 have to a large extent been due to the weakening influence of this severe winter. We are not in a position to foresee weather conditions, but from past records, we can reasonably expect to pass through several generations of peach trees before similar conditions return.

In this review it has been interest my to note that a great planting wave swept over New York, Ohio and Michigan and the Shenandoah Cumberland territory during the period of 1906-1912. During this period large plantities of peaches and apples were planted. Today the peaches are being removed and the apple is just coming into bearing.

At present there is little indication of evere competition in the near future in the marketing of peaches. Consectivity in the marketing of peaches. Consectivity peaches are absorbed in New Lingland, New Jersey and Delaware peaches find ready market in the densely eithed areas about New York City and Philadelphia. At best Georgia

peaches are harvested two months before the Western New York Elberta season and dare not be held too long in storage. This leaves New York State, Pittsburgh and the Central and Middle West with a diminishing supply of peaches.

The scarcity of peach trees with high prices is a discouraging feature. But when we consider that one bushel of peaches, at present prices, will buy four or five trees, and the indications are that present prices will be well maintained until after another heavy planting of peach comes into bearing, the above objection loses much of its force.

"From the above we believe that we are justified in concluding that the progressive trust grower in the proven areas of northern states should immediately replant peaches, paying special attention to select good shipping varieties and placing these orchards on well drained land."

Cold Facts

In this circular we have tried to set forth the profit in peaches as a commercial proposition and in our opinion there was never a better time to plant such an orchard. The reasons why are explained in other columns. But the situation as to future supply for the next few years is so serious at present that this message to you would not be complete unless we told you the truth about the matter that you may



TWO-YEAR SOUTH HAVEN PEACH

know what we are up against in propagation. Not only are they exceedingly scarce, but the price asked is way beyond the bounds of reason and the small supply we have already secured will make the cost of peach trees for some years to come much greater than we are now asking for them.

This is only another reason why commercial growers should consider spring planting of 1922.

Winter Injury

We want to correct an erroneous idea which arose because of the extreme winter of 1917-18 when peach orchards were badly injured.

Following such winters, we find that improper methods of pruning and heading back were practiced to overcome the injury done by the cold winters and the generally taken-for-granted assumption that planting a peach orchard would in average years prove unprofitable owing to risk of winter injury.

But there is a fact which cannot be ignored and that is—that more and quicker money has been made from peach orchards properly handled than any other fruit except the apple.

When we consider that a peach tree will come into bearing in three years, and often produce a four bushel crop of marketable fruit in four years, it would seem that the fruit growers can afford to take a chance and plant peaches as fillers in an apple orchard and this is exactly what the intelligent

fruit grower is doing today.

These are the facts that we are endeavoring to set forth in this circular.

The Bulletin of the Indiana Horticultural Society, for October, 1920, says:

"Another new peach has made its appearance. It was discovered a few years ago near South Haven, Michigan, on the farm of A. G. Spencer.

'A letter from Roy E. Gibson, Field Agent for the Greening Nursery Company, Monroe, Michigan, who first brought this peach to public attention, claims for it extreme hardiness, having withstood the severe winter of 1917-18, the original tree bearing 80 pounds of fruit the season following -productiveness, fruit good size, and firm, ripening just before the Elberta, when there is no profitable commercial peach on the market. In appearance it is shaped somewhat like the Elberta, rather brighter in color and of better quality. Early bearing is one of its characteristics. Mr. Gibson cites a row of 39 two-year-old trees, of which but one failed to show fruit and one tree had 36 peaches this year. If this peach comes up to its early promise when tried under varying conditions, it will be an acquisition to our list of commercial peach varieties. Greening Nursery Co., Monroe, Michigan, are introducers of this peach and have control of its distribution."

We Have Introduced More Valuable Peaches to the Growers of This Country Than Any Other Nursery

Our fame as growers of peaches brings to us many new varieties found for identification, and when we find one that has outstanding merit we bring it before the public.

It has ever been our policy to devote the energy of our organization to the upbuilding of fruit growing as a business, and those who have followed the trend of horticultural matters know that this is true.

The peaches we have introduced are Banner, Kihlken Smock, New Prolific,

September Mammoth, and our last sensation the wonderful South Haven peach.

These varieties have made millions of dollars for the peach growers of this country.

Peaches and Their Uses

The peach tree is the most rapid grower and quickest to bear a crop of fruit of all the fruit trees grown in the North Temperate Zone.

The eating qualities of a good variety needs no comment, as you well know the great pleasure experienced in biting into a sweet, juicy peach.

Some varieties are of high quality but not profitable or desirable for commercial orchard planting, for reason that they do not keep well after picking to arrive at the market in good condition.

Such varieties should be planted in the home orchard. It seems that in many cases high quality peaches are not good shippers, yet there are many good quality peaches that can be grown successfully in a commercial way.

Our extensive experience and study of the nursery business qualifies us to make recommendations as to the most valuable varieties to use at the present time for a commercial orchard.

Write us or your State Experiment Station if in doubt as to varieties.



Introduced by the Greening Company in 1890

Re. The From The South Haven Fruit Growers Corporation

One of The Most Successful Fruit Associations in the U. S

which is the second of the sec

Manager



The photo reproduced abuse shows a portion of a block containing 2,000,000 trees. The seedlings were grown from Tenne-see Natural Peach Plus and the buds taken from trees of unusual ment. This protograph was taken after three months' growth and is shown here to give you an idea of the extent of our humanss. You are cordially invited to visit is and see for yourself just what our facilities are to care for your needs.

Ludington, Mich., January 16, 1920. My orchard being seven years old, the last spring came into general bearing, both apples and peaches. I am pleased to state that out of over 2000 trees, hought of you, I have not found one that is not true to name. Growers appreciate what this means:

C Jackson.

Harl, Mich., May 25, 1920.
We enclose check for \$317.50 for peach trees just received.
The trees are very fine and are all doing well.
T. J. Fish & Son.

Fairview Fruit Farm

Hart, Mich., April 23, 1921

The two boxes of nursery stock containing mostly peaches were received in a most excellent condition, and to put it mildly they are about the finest trees and best lot of peach trees I ever received and planted in my life of some forty years. They are most wonderful as to growth and root system. I am highly delighted and very much pleased with such young trees to plant in my successful orchards. I hope some day you may see them grow and get your full remuneration for your skill and pains to be able to furnish such stock.

With my kindest regards and very best wishes,

Benton Gebhart

University of Notre Dame Agricultural Dept.

Notre Dame, Indiana, April 25, 1921

The two hundred trees which you sent us were received Saturday in perfect condition. I want to state that I think they are about the finest trees I have ever inspected. The roots seem very strong and well branched. I wish to thank you most heartily for your co-operation in sending us these trees. If you are ever in this section of the country, I would be pleased to have you visit us. You may be assured that we will do our best to turn whatever business we can to you.

Sincerely yours,

B. W. Sheib, Director of Agriculture



The Greening Nursery Co

Monroe, Michigan

1500 ACRES



Largest Growers of Trees in the World